

Research on the Influence of Online Comment on Consumer Purchase Decision

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Abstract: With the development of information technology in China, China has entered the information age. The development and popularization of information technology have changed people's production and life style, especially the establishment of e-commerce platform and the change of payment mode have changed people's shopping habits. This paper will aim at the online review of e-commerce platform, evaluate the influence of online review on consumer purchase decision from different angles, and realize the influence degree of decision by establishing possibility model. During this experiment, the original data were collected by questionnaire, and the data of questionnaire were analyzed and processed by SPS S22.0 software.

1. Introduction

When buying through e-commerce platforms, although the system's information display is as detailed as possible, there is always information asymmetry between buyers and sellers, and the commodity information that consumers can access is limited. Therefore, consumers will form different impressions and attitudes towards merchants and goods through their understanding of online reviews of goods. Online reviews are actually a form of interaction between buyers and sellers, influenced by the information age, and today's online shopping users are keen to interact and share in the commodity review area, through which consumers can assess their willingness to buy. But many factors will affect consumers' information processing ability and credibility evaluation of online reviews, and ultimately affect consumers' purchase decisions. In the process of implementing network activities, trust tendency often affects the choice of consumers, and the difference of trust tendency will directly affect the judgment and choice of consumers. In this experiment, the credibility of online reviews will be used as the intermediary variable, and trust tendency will be used as the regulating variable to study the influence of different comment dimensions on consumer purchase decisions.

2. Literature Review

2.1. Online Review Literature Review

Online reviews are the form in which consumers evaluate their buying experiences in the form of words, pictures and videos. Online reviews reflect consumers' perceptions and attitudes towards products and brands. Online reviews are also a form of interaction between sellers and buyers, and consumers will be influenced by online reviews to change their shopping decisions. Generally in the e-commerce platform online review research will start from the following two aspects: first of all, the text mining of online reviews, can use computer technology to conduct comprehensive emotional analysis of comments, to get the emotional tendency of consumers. The second is the empirical study of online reviews. The research methods used in this paper are empirical research, the main research contents are as follows: first, the characteristics of online reviews; second, the characteristics of reviewers; third, the influence of website factors[1].

this paper obtains the online review empirical research framework as shown in figure 1 by combining the online review empirical framework with the research dynamics. The online review is the center of the research model, and the other influencing factors of empirical research are the

social environment, the incentive role of merchants and websites, and the type of products.

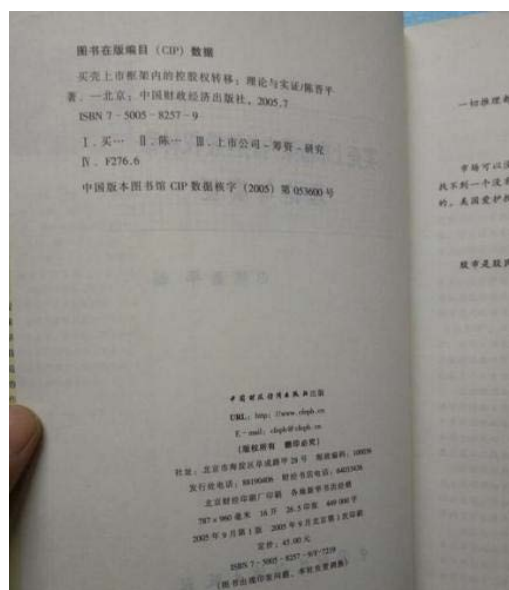


Figure 1 Framework for empirical research on online reviews

2.2. Overview of Consumer Purchase Decision Literature

This paper refers to the general framework of consumer purchase behavior pattern, that is, starting from the consumer receiving external stimulus, I process the stimulus information, and finally the consumer changes his purchase decision. Among them, there are more external stimuli, such as e-commerce marketing activities, store information, the quality of comments and so on. But in the consumer black box contains many factors which are difficult to directly carry on the quantification observation and the judgment, such as the consumer psychology influence and the consumer cognition to the product and so on[2].

Through the research of relevant literature, we can know that the influencing factors of online review on consumer purchase decision can be divided into three types: the first is the relevant factors of comment publisher, the second is the self-factor of comment, and the third is the relevant factor of comment recipient. In conclusion, the domestic research on this subject includes the problems of product attitude, purchase intention and product sales volume. The innovation of this experiment is to comment on the research of credibility intermediary.

3. Research Content and Assumptions

3.1. Research on the Relationship Between Online Reviews and Their Credibility

The reviewer's credibility can reflect the reviewer's professional ability. In general, the reviewer with higher grade evaluation can produce greater persuasion effect, further enhance the credibility of the comment, and effectively expand the impact of the comment on consumer decision. And when the comment can not reflect the professional degree of the reviewer, the quality of the comment information can affect the consumer's purchase decision. The quality of online reviews can play a positive role in the perceived credibility of comments, and the more comments are displayed under a commodity, the more credibility consumers have for comments. The timeliness of online reviews can also effectively reflect the review and the time of purchase. Comments and the time of purchase are inversely proportional to the credibility of the review, and it is often the more timely comments can obtain higher perceived credibility.

3.2. Research on the Relationship Between Credibility of Comments and Purchase Decisions

The credibility of reviews can increase consumers' acceptance of online reviews, and the adoption of online reviews can promote consumers' changes in purchase decisions to some extent. Comment credibility should be commented on in terms of consistency and quality of comments.

Therefore, comments with high comment credibility can have a greater impact on consumer purchase decisions[3].

3.3. Research on the Mediating Role of the Credibility of Comments

Although information sharing can help consumers to make purchase decisions to a great extent, excessive information can also lead to confusion in consumers' cognition and difficulty in making decisions. online reviews differ in many dimensions. consumers need to screen information when making purchase decisions. only high-quality and efficient online reviews can bring accurate guidance and influence to consumer decisions. Online reviews affect consumers' purchase decisions by influencing consumers' perception of the credibility of comments. Therefore, comment credibility plays an intermediary role in consumer purchase decisions and online reviews. For the above reasons, the hypothesis in Figure 2 is first proposed:



Figure 2 Experimental assumptions

3.4. Modulation of the Propensity to Trust

The tendency of trust itself is an individual characteristic, specifically refers to the individual's willingness to trust and rely on others. When consumers browse online reviews, the tendency to trust will have an impact on the credibility of comments that consumers can perceive. For those with a high propensity to trust, it is easier to trust others, more receptive to the content of online reviews, and thus to change their purchase decisions based on the content of online reviews; for those with a low propensity to trust others at once, it is difficult to change their purchase decisions at once and therefore not susceptible to online reviews[4]To sum up, the tendency to trust can regulate the relationship between online comment and comment credibility. Based on the above analysis, the hypothetical condition of increasing trust tendency here is studied and evaluated by detailed possibility model, and its research block diagram is shown in figure 3.

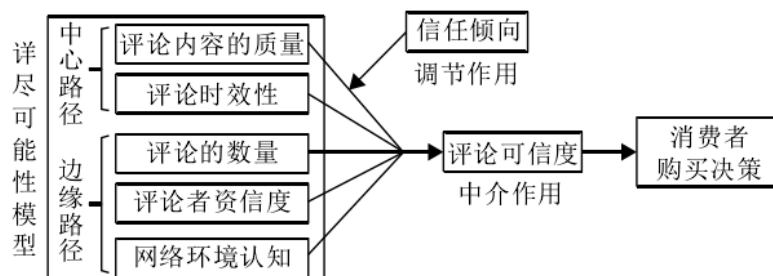


Figure 3 Study block diagram

4. Empirical Research Process

4.1. Subjects and Questionnaire Design

According to the relevant survey results, the most important group in the educational structure of Internet users in China is the people with high school, technical secondary school and above. Therefore, the object of this experiment is the age range of 18~29 years old, and the education level is the college and above student group.

4.2. Questionnaire Collection and Collation

This experiment was carried out through the distribution of questionnaires, a total of 400 questionnaires were distributed in the network platform, according to certain elimination rules to remove those invalid questionnaires, a total of 385 valid questionnaires were recovered, the effective recovery rate was on the network platform, a total of 380 questionnaires were distributed, put forward for work

Short answer time, answer rules and online shopping do not browse comments questionnaire, 345 valid questionnaires were retained, and the effective recovery rate was 87.50%.

4.3. Correlation Analysis

With the help of SPSS 22.0, this experiment, the Pearson correlation analysis method was used for each variable, and the results were shown in Table 1: there was a positive correlation between the variables. Through the analysis, we can know that the quality of the comments, the timeliness of the comments, the number of comments and the creditworthiness of the reviewers have a positive relationship to the consumer purchase decision, and the credibility of the comments is indeed the intermediary variable between the factors such as the timeliness of the comments, the number of comments and the consumer purchase decision makers.

5. Recommendations

Through the analysis of the results of this experiment, we can know that online reviews have the effect of changing consumers' purchase intention

important impact and value, the impact ability of online reviews may be greater than the traditional word of mouth influence, therefore, merchants should pay attention to the impact of online reviews on consumers, by improving the quality of online reviews and other ways to constantly improve their own value, so as to affect consumer purchase decisions and obtain higher economic benefits. In view of the above analysis for merchants put forward the following suggestions :1 to improve the content and level of online comments. E-commerce itself can sort out the template of high-level comments to provide consumers with reference when communicating with consumers, and encourage consumers to make online comments on the online platform in time after receiving the goods, and make a real evaluation of the sense of use and experience of the product. At the same time, merchants should respond to negative comments in a timely manner, improve their own evaluation system ;2 to build high-quality opinion leaders. Merchants can use software to conduct behavior and psychological analysis of consumers involved in online evaluation, actively identify those people and groups with high trust, at the same time increase their communication, hope to be able to cooperate with them in the evaluation of product use, recommend and publicize their own products, and promote the growth of product sales ;3 expand the channels of understanding of product knowledge. Merchants should publicize and popularize some product knowledge to consumers, increase consumers' understanding of products and increase consumers' willingness to buy[5].

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